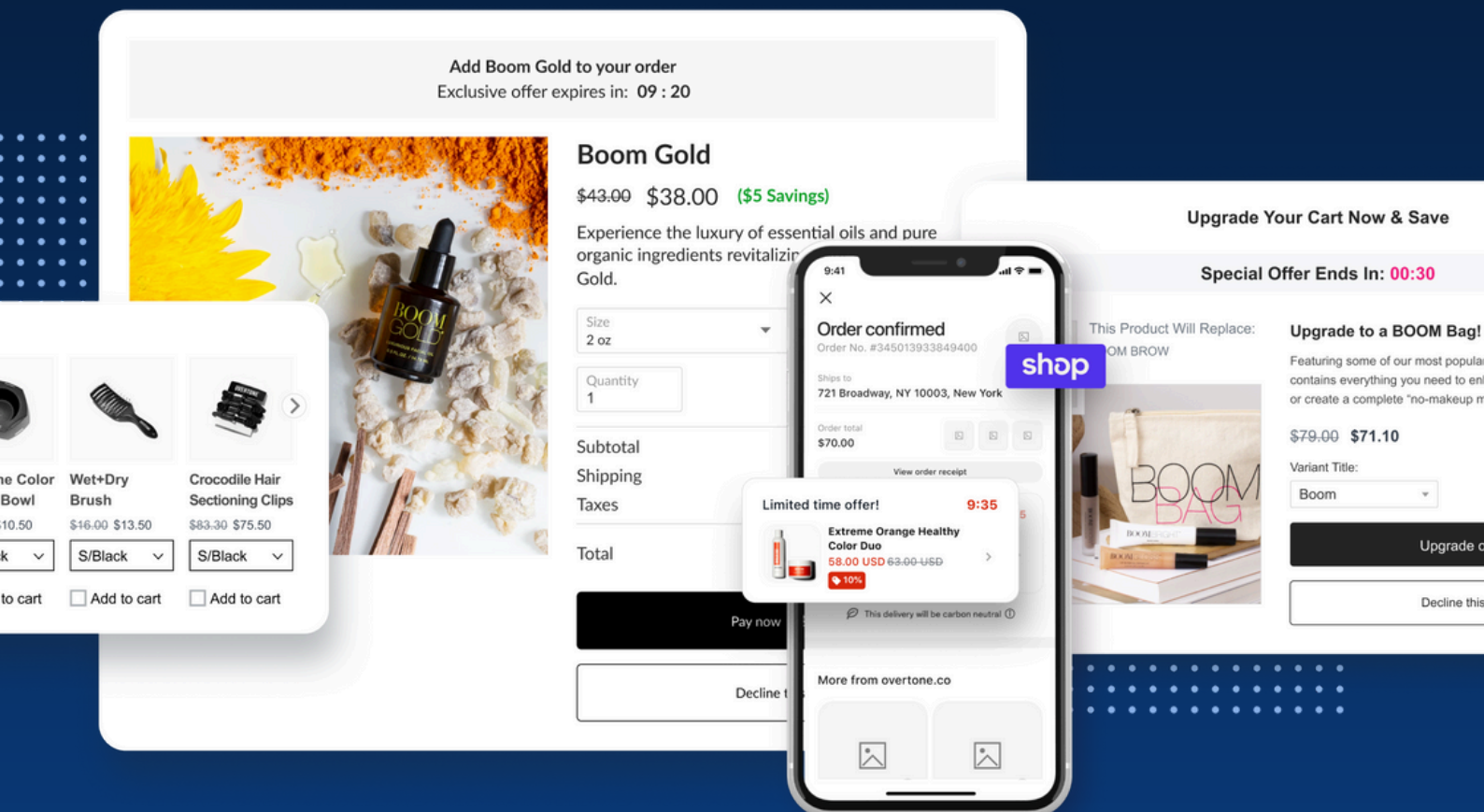# THE SHOPIFY PLUS
UPSELL PLAYBOOK

## 7 REVENUE STRATEGIES USED BY 9-FIGURE BRANDS

HEY, I'M EZRA

If you're managing a high-volume Shopify Plus store, you know the stakes are high. Margins are shrinking, ad costs are rising, and complexity is off the charts. The good news is that smart upsell strategies—deployed at the right touchpoints—can unlock massive revenue gains with minimal overhead.

In this playbook, we'll break down **seven battle-tested upsell strategies used by 9-figure brands—**the same tactics Zipify's team has developed, tested, and deployed on some of the biggest stores on Shopify.

Ezra Firestone

LET'S JUMP IN...
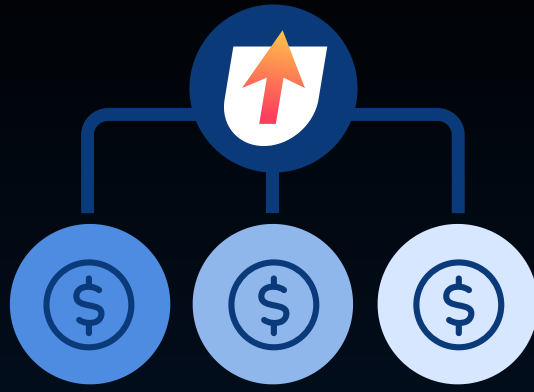
THE 3-LAYERED UPSELL FUNNEL

BEFORE YOU SCALE YOUR TRAFFIC, SCALE YOUR OFFERS.

The highest-performing Shopify Plus brands don't rely on a single upsell—they build layered funnels that capture revenue at every stage of the buying journey.

We call it the 3-Layered Upsell Funnel:
pre-purchase, in-checkout, and post-purchase.

It's like a relay race for revenue—each step picks up where the last left off. Done right, this system doesn't just add to your AOV, it compounds it.

And the best part?
You don't need a bigger ad budget—just a different strategy.
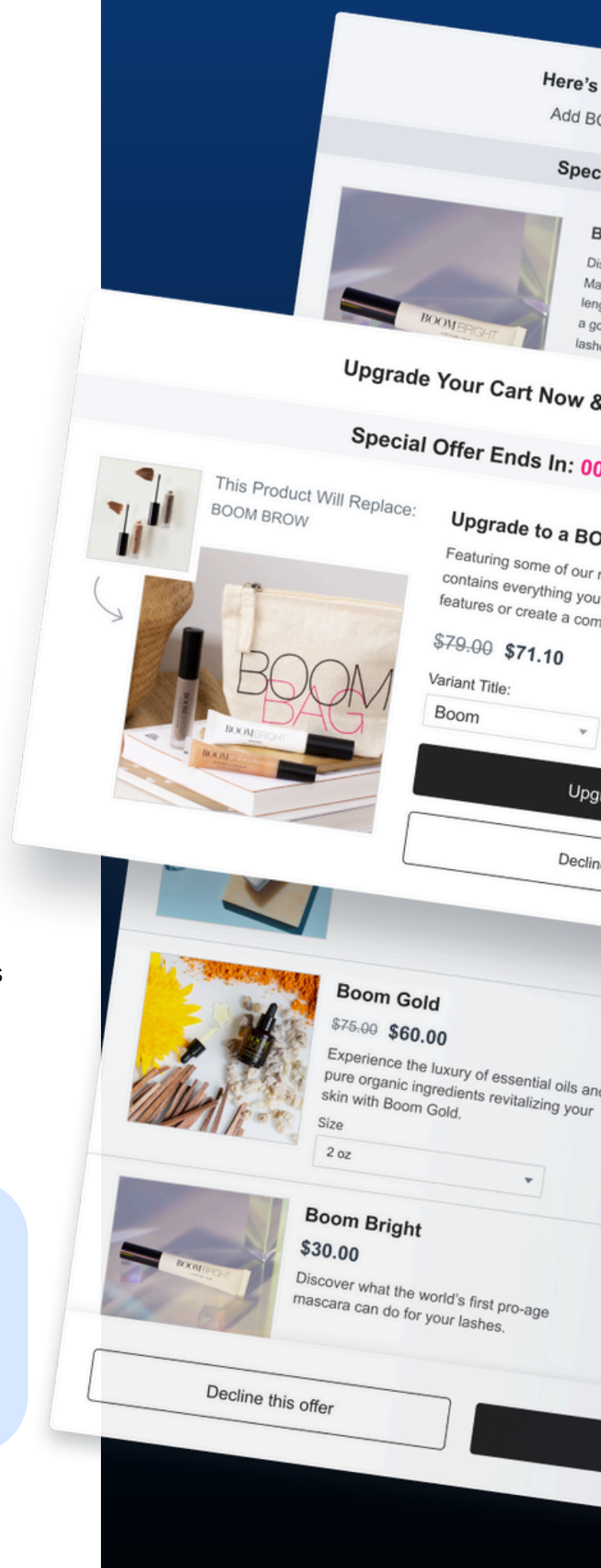
LAYER 1:

PRE-PURCHASE UPSELLS
(THE WARM-UP)

Show offers before checkout to increase cart size while buyer intent is high.

- **Dynamic Cart Popups:** Offer BOGO, bundles, or accessories using OCU's Multi-Product Pre-Purchase tool.

- **Upgrade Offers:** Prompt users to replace cart items with higher-margin versions.

- **Product Page Add-Ons:** Use embedded widgets for frictionless upselling.

PLUS TIP:
Segment pre-purchase offers by cart value using OCU's AI-powered logic.

Complete the look with our Best Selling Products!
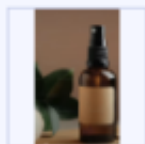
Finishing Spray
★ ★ ★ ★ ★ 5.0 Best Seller
~~$18.00~~ USD $16.20
10% Savings
Description ⌄
[Add]

Hair Serum
★ ★ ★ ★ ★ 5.0 Best Seller
~~$25.00~~ USD $22.50
10% Savings
Description ⌄
[Add]

LAYER 2:

IN-CHECKOUT UPSELLS
(THE POWER PLAY)

EXCLUSIVELY FOR SHOPIFY PLUS STORES— CAPITALIZE WHEN TRUST IS HIGHEST.

- **Inline Checkout Offers:** Insert up to 8 upsell options directly on the checkout page.

- **Reorder Nudges:** Let returning customers repurchase frequently bought products.

- **Test Variants:** Use OCU Plus to run 4-way ABCD split tests—no dev required.

PLUS TIP: Offer a premium bundle or warranty at checkout—average lift = +7.5%.

POST-PURCHASE UPSELLS
## (THE REVENUE MULTIPLIER)

Offer add-ons after payment is confirmed, so you never lose the initial sale or hurt conversions.

- **One-Click Offers:** Present immediate, friction-free upgrades.

- **Multi-Option Offers:** Show 2–3 curated items (based on cart contents).

- **Downsell Flows:** If they say no, offer a smaller-ticket item.

CASE STUDY:
Aromatherapy Associates added $115k in upsells in just 90 days.

SEE HOW
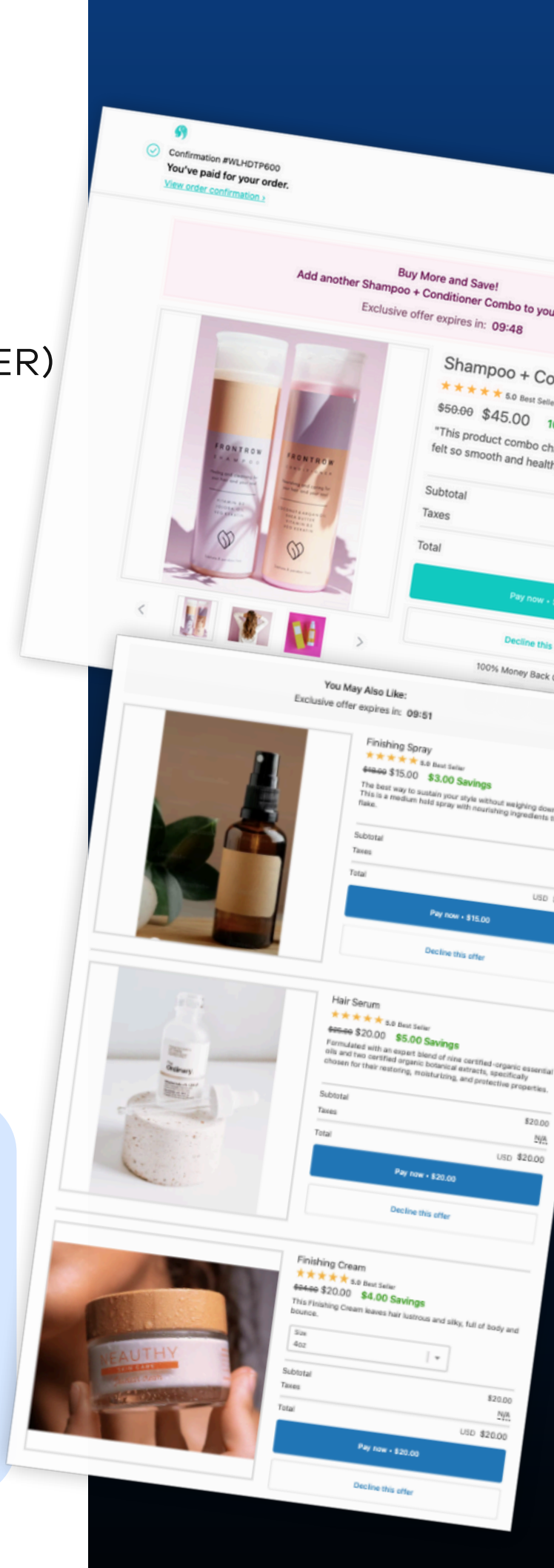
PLUG & PLAY STRATEGIES FOR FAST IMPLEMENTATION

UPSELL SCRIPT TEMPLATES
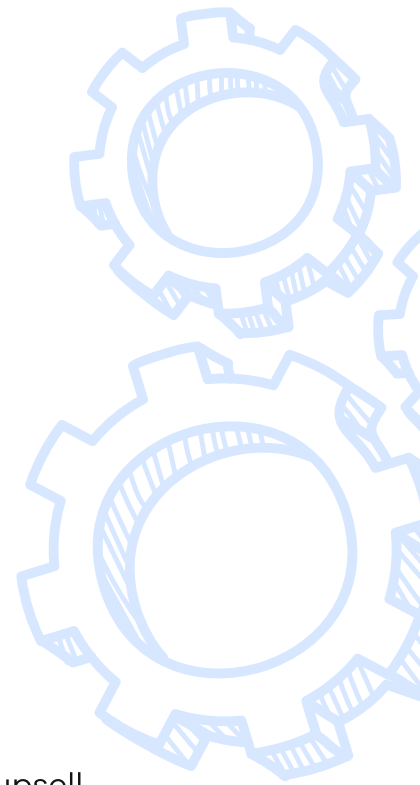
- "Complete the set with ___"

- "Customers who bought this also love ___"
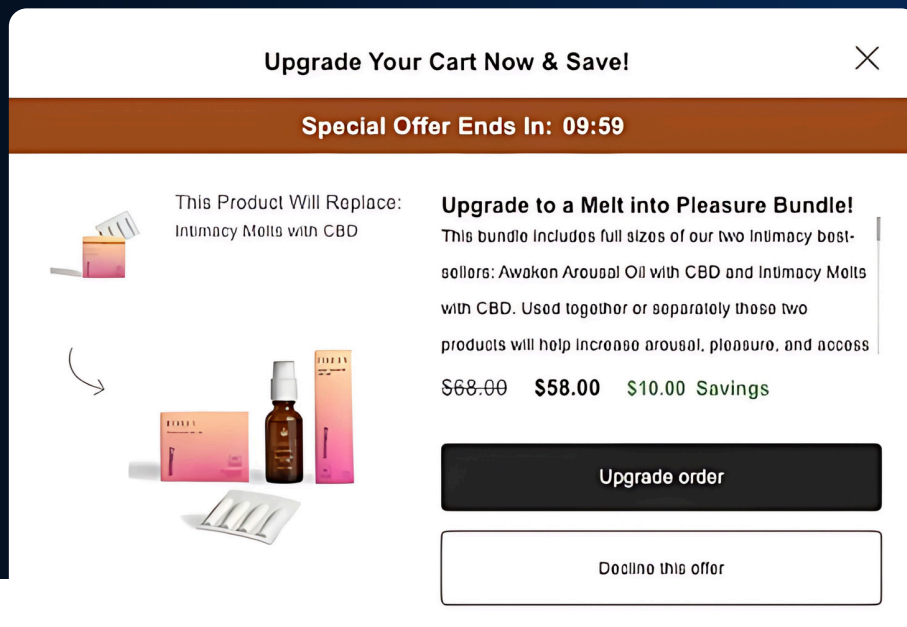
CRO QUICK WINS

- Add a free shipping progress bar in the slide cart.

- Use scarcity timers on post-purchase offer pages.

- Optimize button text ("Add & Save 20%" > "Add to Cart").

4-STEP SPLIT TEST GUIDE

1. Identify your top 5 SKUs
2. Map each to 1 pre-purchase, 1 in-checkout, 1 post-purchase upsell
3. A/B test offers for 14 days
4. Track AOV lift, conversion data, and revenue-per-visit

BRITTANY CASELLA
Head of Enterprise

Upgrade Your Cart Now & Save! ✕

Special Offer Ends In: 09:59

This Product Will Replace:
Intimacy Melts with CBD

Upgrade to a Melt into Pleasure Bundle!
This bundle includes full sizes of our two Intimacy best-sellers: Awaken Arousal Oil with CBD and Intimacy Melts with CBD. Used together or separately these two products will help increase arousal, pleasure, and access

~~$68.00~~ **$58.00** **$10.00** Savings

Upgrade order

Decline this offer

CASE STUDY

FORIA® + zipifyOCU OneClickUpsell

For every upsell taken, this brand's AOV jumped up to $118.18—nearly double their storewide average.

Merchant: Shopify Plus skincare brand
Strategy: Pre + Post purchase offers for serums and bundles

Results:

- AOV before OCU: $59.74. AOV with Upsells: $118.18 - Not every customer takes an upsell, but when they do, AOV skyrockets to $118.18

- $150k made in just 90 days.

- Funnel built using OCU Plus with Pre-purchase and Post-purchase offers

KARINA CRESSWELL
Senior Enterprise
Success Manager

SUPPLEMENT BRAND UPGRADES
+ 1 MORE OF SAME ITEM

CUSTOMER ACTION:
Adds a one-month supply to their cart

PRE-PURCHASE UPSELL:

Upgrade to a quarterly subscription and save.
This adds 2 more bottles to their cart.

Pre-Purchase Upsell Offer	Active	100%

Split test Running for 5 months

Upgrade Cart (Single)	A:50%				
With Forever Lang		Views	Conversion	Revenue	Rev. / Visit
None		776	22.29%	$24,803.99	$31.96

Upgrade Cart (Single)	B:50%				
Without Forever Lang		Views	Conversion	Revenue	Rev. / Visit
None		810	19.75%	$23,252.99	$28.71

POST-PURCHASE UPSELL:

Add another bottle to your order now at a discount.
Gets them to add one more bottle at half price.

Post-Purchase Upsell Offer #1	Active	100%

Split test Running for 20 days

Upsell 1 (Single)	A:50%				
1 More Neuralli Bottle		Views	Conversion	Revenue	Rev. / Visit
$65.00 Free		88	19.32%	$1,767.88	$20.09

Upsell 1 (Single)	B:50%				
1 More Neuralli Bottle		Views	Conversion	Revenue	Rev. / Visit
40% Free		99	26.26%	$2,699.99	$27.27

STATS:

*Conversions up to **26%** with pre-purchase offers adding an additional **$31+ per visit.***

METRICS THAT MATTER

IF YOU'RE NOT MEASURING IT, YOU'RE MISSING OUT ON REVENUE.

- **Pre-Purchase Offer Conversion Rate** (target: 8–12%)

- **In-Checkout Offer Take Rate** (target: 6–10%)

- **Post-Purchase Take Rate** (target: 10–18%)

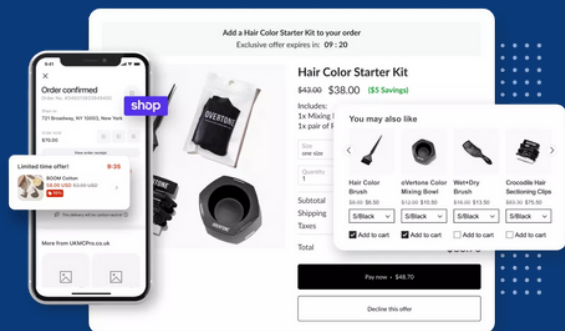- **Overall AOV Lift** (target: +15–25%)

### PLUS TIP:

Save this KPI Tracking Sheet for future reference.

ZIPIFY TECH STACK FOR ENTERPRISE FUNNELS

With OCU Plus, you get our full **Zipify suite**—OneClickUpsell, the Slide Cart Drawer, Shop App Upsells, and Zipify Pages Advanced (**$1,066/year value**)—all bundled into one powerful, conversion-optimized tech stack.

OneClickUpsell PLUS

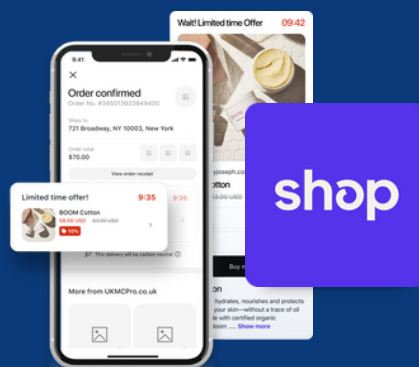Pre-Purchase + In-Checkout + Post-Purchase Offers

zipify Pages Advanced
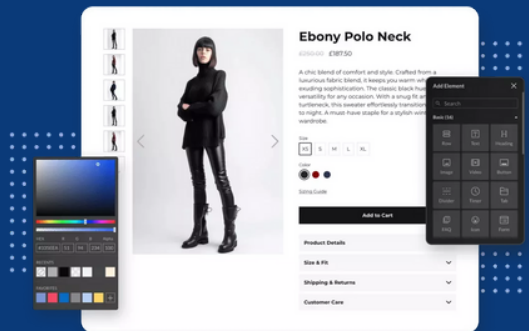
Build smarter landing pages and funnels
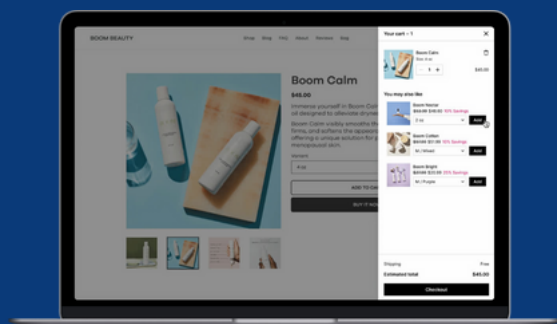
OCU Slide Cart Drawer

Boost AOV with upsells and in-cart incentives

shop

Show your post-purchase upsells in the Shop app

TRY OCU PLUS FREE FOR 30 DAYS

(WHEN YOU SIGN UP FOR THE YEAR)

- **Instant access.**
- **Zero revenue share.**
- **Built for Shopify Plus.**
- **Concierge onboarding included.**

Head of Enterprise

" **OCU PLUS GAVE US THE TOOLS—AND THE CONFIDENCE—TO SCALE UPSELLS WITHOUT SACRIFICING THE CUSTOMER EXPERIENCE** "

- CMO, 8-FIGURE APPAREL BRAND

OCU PLUS RESULTS BY CATEGORY:

SKIN CARE		
$800K	**10%**	**88X**
upsell Revenue	AOV+	ROI

HOME GOODS		
$285K	**28%**	**32X**
upsell Revenue	AOV+	ROI

SUPPLEMENTS		
$174K	**50%**	**33X**
upsell Revenue	AOV+	ROI

TESTIMONIALS

OneClickUpsell created 20% of our overall total sales. So 20% of our overall sales came from OneClickUpsell, which is huge. Like, I cannot tell you that anything else was to do with this other than OneClickUpsell. And so that's been a great success for us.

KES LEHRMAN (EAVARA)

Twenty thousand dollars. Twenty grand in OneClickUpsell... on top of everything else we've already sold this year. That's... freaking crazy.

RICH GARNER (DUTCH OVEN KITS)

I love that the app is so user friendly... I was able to teach myself how to use the app in under five minutes and set up my first funnel... There hasn't been one day that a product hasn't been added to the cart using the one click upsell

MARNIE MASSIE (TREAT BEAUTY)

Have fun.
Make Good Sh*t.
Be Profitable.